



PHILIP MORRIS

U.S.A.

120 PARK AVENUE, NEW YORK, N.Y. 10017-6592 TELEPHONE (212) 880-5000

June 20, 1996

Mr. Stephen Keating
ROLLER DROME
1348 Washington Avenue
Suite 130
Miami Beach, FL 33139

Dear Mr. Keating:

Thank you for your recent sponsorship proposal regarding Philip Morris involvement with the 1996 Molson Ice Rollerdom National In-Line Hockey Tour which you presented for our consideration.

As you might expect, we have a very active promotional program that fits precise criteria developed to achieve our marketing goals. We have reviewed your proposal carefully and have determined that it does not fit into our promotional plans for our company at this time.

Thank you for your interest in Philip Morris and we wish you every success with the 1996 Molson Ice Rollerdom National In-Line Hockey Tour.

Regards,

Steven F. Sampson
Group Manager,
Event Marketing

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